

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re: Cont. Appln. No. 4 of 09/969,114,
filed October 1, 2001

Group No.: Not yet assigned

Applicant: Clive Hohberger et al.

Examiner: Not yet assigned

Serial No.: Not yet assigned

Attorney
Docket No.: 7887/83892

Filed: Herewith

For: METHOD AND APPARATUS FOR
ASSOCIATING ON DEMAND
CERTAIN SELECTED MEDIA AND
VALUE-ADDING ELEMENTS

PRELIMINARY AMENDMENT

Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

Prior to the examination of the above-captioned application, please enter this
amendment.

In The Claims:

Please cancel claims 1-125 and 141-163 without prejudice. Exhibit A that is attached
hereto is entitled "Clean Set Of Pending Claims Following Entry Of This Amendment."

REMARKS

Should the Examiner be of the opinion that a teleconference would expedite that prosecution of this application, he is respectfully requested to call the undersigned attorney at his convenience.

Respectfully submitted,

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By: 

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EXHIBIT A

CLEAN SET OF PENDING CLAIMS FOLLOWING ENTRY OF THIS AMENDMENT

126. An article of manufacture comprising a web, cassette, or other carrier carrying a series of labels, tickets, tags, cards or other media, said carrier being characterized by selected ones, but not all, of said media having associated therewith at least one value-adding element.

127. An article of claim 126 wherein said element is a radio frequency identification integrated circuit adopted to make contact with an antenna structure on said media to form a radio frequency identification transponder.

128. The article of claim 126 wherein said element comprises an RFID transponder or other wireless transponder.

129. The article of claim 128 wherein said media having an associated value-adding element exhibits visible indicia which indicates whether the transponder is defective, inoperative, misprogrammed, or has another characteristic or attribute.

130. The article of claim 128 wherein said media having an associated element exhibits information read from or stored in said transponder.

131. The article of claim 126 wherein said value-adding element comprises a second media.

132. The article of claim 131 wherein the second media is a promotional device.

133. The article of claim 126 wherein said media having an associated value-adding element exhibits text or other indicia indicating whether the media or element has failed a test.

134. The article of claim 133 wherein said indicia exhibits test results or a date or time stamp.

135. The article of claim 126 wherein the carrier carries a plurality of media having different characteristics.

136. The article of claim 135 wherein the different characteristics include size, material composition, type, stock, or other specifications.

137. The article of claim 126 wherein the carrier carries a plurality of elements having different characteristics.

138. The article of claim 126 wherein the carrier supports selected media having plural elements.

139. The article of claim 126 wherein the carrier supports selected media having selectively different preprocessing or postprocessing.

140. The article of claim 126 wherein the carrier carries selected media adapted to be applied in groups.

164. A promotional label, ticket, tag, card or other media having thereon or associated therewith:

one or more RFID transponders programmed with predetermined data representing information about, or of expected interest to, a particular prospect or class of prospects for a given product, service, or appeal; and

one or more printings containing information about, or of expected interest to, said particular prospect or class or prospects,

the printed and programmed information being coordinated and integrated to evoke a predetermined response from said class of prospects.

165. The media of claim 164 including a plurality of RFID transponders.

166. The media of claim 165 wherein at least one of said one or more RFID transponders is programmed with process control instructions.

167. The media of claim 166 wherein said instructions control a process of associating a second value-adding element with the media with which said value-adding element is associated.

168. The media of claim 164 including a peelable or repositionable RFID transponder.

169. The media of claim 164 including a plurality of separately applied value-adding elements.

170. The media of claim 164 including a chipless RFID transponder.

171. The media of claim 170 wherein said RFID transponder is programmed with process control instructions.

172. The media of claim 171 wherein said instructions control a process of associating a second value-adding element with the media with which said value-adding element is associated.